

# Door-to-Door Selling Gets Modern Touch

**BY REYNOLDS KNIGHT**  
The door-to-door salesman, whose activities have in recent years been overshadowed by the newer mass-retailing techniques, is staging a comeback. And this method of "moving the merchandise," as they say, is in 1963 vastly changed from the era of drummers who traveled from town to town in predominantly rural pre-1900

America. First, there are several hundred thousand salespeople in the field today. The ranks have been widened in the past few years by many young persons just graduated from high school or trade school and unable, initially, to find that "ideal job."  
ADDITIONALLY, the profit squeeze on big business has

caused cutbacks that have turned older salesmen out to pasture, and many of them take door-to-door jobs to keep busy, and solvent.  
Sales rivalry is particularly intense in cosmetics products. One firm achieved notable success selling its products entirely this way; now other cosmetics manufacturers are taking on door-to-door men as an

adjunct to their regular store-selling sales forces. Many other products are now, for the first time, being merchandised actively. Examples include light furniture, carpeting, electric toothbrushes, and draperies.  
COST-REDUCING catalyst—Catalyst pellets the size of aspirin are said to make possible "revolutionary design changes" and reductions in the cost of plants for supplying hydrogen and its principal end-product, ammonia for nitrogen fertilizers.

Use of the new G-66 catalyst recently made commercially available by the Girdler Catalysts department of Chemetron Corp. may reduce the initial cost of a typical 25-million-cubic-foot-per-day hydrogen plant, now close to \$4 million, by as much as \$1 million.  
THE NEW catalyst in one step causes greater reduction of carbon monoxide content, the principal impurity in most commercial hydrogen production processes, than was previously possible with multiple

purification stages Chemetron said.  
Demand for hydrogen is at an all-time high and its use is increasing rapidly in the production of ammonia, liquid missile fuel, numerous foods, chemicals, drugs and metals, and in certain processes in the petroleum field.  
U. S. hydrogen has been estimated at more than 600 billion cubic feet in 1961 and is expected to leap to more than 850 billion cubic feet by 1965.  
CONSERVING HELIUM—Helium, an inert gas extracted from natural gas, is important in missile development, medicine, welding, and electronic research. Because of several elements of national security entailed in these applications, and realizing its scarcity, the government's Bureau of Mines in 1961 undertook a helium conservation program.  
The bureau signed 22-year contracts with four producing firms—Northern Natural Gas Co.; Cities Service Gas Co.; Phillips Petroleum Corp.; and National Helium Corp., owned

by Panhandle Eastern Pipe Line Co. and the National Distillers and Chemical Corp.  
Because helium in quantity is found only in the Hugoton Field embracing parts of Oklahoma, Texas, and Kansas, where these companies have operated for years, the contracts were awarded without bids. Some in government now claim the contract price, not being subject to redetermination, could mean "excessive" profits for the producing companies.  
HOWEVER, the contracting principals, the four private firms and the Department of the Interior—feel that the transaction was, in the words of Interior Secretary Stewart Udall, "a good bargain" for the government and "fair and equitable to both parties."  
In answering some criticism, Secretary Udall pointed out the advantages of private industry's shouldering risks of the venture, explaining this would enable the government to conserve more helium at less cost and still exercise control over the program. He said that at the time the contracts were negotiated he did not believe that a redetermination clause was in the government's interest, but indicated any fu-

ture contracts would have such a clause. Principals are expected to get together with the government in coming months to reach agreement in the dispute.  
THINGS TO COME—To make the bathtub surface less slippery, a Massachusetts firm has developed a spray-can product that's invisible and stain-proof; the coating can be removed, when desired, with any ordinary household detergent. . . . New for the coming outdoor barbecue season is a branding iron for steaks having the letters R, M, and W— for rare, medium and well done. The chef sears each cut of meat according to the guest's preference, and can easily keep track of the different pieces on the grill. . . . A complete fireplace unit of imitation logs and gas-fire equipment designed to give high heat output is ready for the marketplace.  
CHAIRMAKERS cheered—The furniture industry is joining some others expecting a prosperous 1963 despite a slowdown late last year. Keying their optimism is the backlog of orders figure as of Jan. 1—10 per cent higher than at the start of 1962. However,



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they're betting on the basis of "no recession." For when personal incomes start slowing down, one of the first products the homeowner foregoes is that \$200 sofa.  
BITS O' BUSINESS—Price tags will be higher than a year ago on strawberries in the season now beginning; recent cold weather is said to have cut Florida's crop by more than 15 per cent. . . . Gross national product—the total value of all goods and services produced—rose in 1962 by 6.8 per cent over the previous year, totaling an impressive \$554 billion.

**PUNJABS**  
*by gumparty*



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12'x14'	12'x7'	12'x23'10"	12'x9'	12'x19'10"	12'x11'6"	12'x6'8"	12'x13'	15'x9'6"	15'x15'6"
12'x18'2"	12'x5'9"	12'x18'	12'x19'8"	12'x8'9"	12'x8'6"	12'x6'	9'x7'	11'10"x19'	15'x17'8"
12'x19'7"	12'x14'11"	12'x10'10"	12'x8'4"	12'x19'5"	12'x12'4"	12'x15'3"	13'8"x16'11"	15'x8'11"	15'x14'6"
12'x11'9"	12'x20'2"	12'x9'9"	12'x9'2"	12'x19'11"	12'x20'6"	12'x12'8"	9'x9'	15'x6'8"	15'x16'8"
12'x12'	12'x15'3"	12'x13'	12'x9'5"	12'x14'3"	12'x11'9"	12'x18'	9'x16'2"	15'x13'	15'x19'7"
12'x17'5"	12'x10"	12'x15'	12'x10'	12'x21'3"	12'x16'	12'x13'7"	11'11"x11'2"	15'x16'8"	15'x13'
12'x21'	12'x16'	12'x6'9"	12'x11'3"	12'x20'8"	12'x16'8"	12'x16'8"	9'x14'3"	15'x13'4"	15'x16'8"
12'x11'6"	12'x19'9"	12'x14'9"	12'x12'3"	12'x18'	12'x12'7"	12'x16'9"	9'x9'9"	15'x13'10"	15'x18'4"
12'x9'2"	12'x20'3"	12'x19'7"	12'x13'4"	12'x14'	12'x13'6"	12'x16'3"	10'x9'6"	15'x17'10"	15'x9'3"

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